

# Sponsorship Prospectus

**2026 NASW Virginia and  
Metro DC Chapters  
Joint Annual Conference**





# INVISIBLE THREADS

## THE QUIET POWER OF SOCIAL WORK

### A Note About Our 2026 Theme: Invisible Threads: The Quiet Power of Social Work

Social workers are the quiet force holding communities together. Their work—often unseen—makes an indelible impact: healing individuals, uplifting families, and advancing justice. This year's theme honors the powerful, behind-the-scenes role social workers play every day.

Like threads in a tapestry, social workers connect people, systems, and solutions. Their strength lies in empathy, resilience, and action—often without recognition. This brand lifts the veil on that invisible labor, celebrating its lasting effect on lives and communities.

Our logo is a visual metaphor for the theme "Invisible Threads." Each design element was intentionally chosen to reflect the values and work of social workers:

#### ● Green Figure (left) – Empathy & Support

This figure represents the grounded presence of a social worker—meeting others where they are, lifting them with grace and stability. Green reflects growth, healing, and balance.

#### ● Blue Figure (right) – Leadership & Advocacy

Standing tall, this figure represents the guiding force of social workers in systems and policy. Blue evokes trust, professionalism, and calm authority.

#### ● Orange Figure (center) – Community & Resilience

Centrally positioned and embraced by the others, this figure symbolizes the individual or community served. Orange conveys warmth, energy, and transformation.

#### 🌈 Interwoven Ribbons – The Invisible Threads

The flowing, colorful lines connecting the figures represent the invisible threads of care, collaboration, and impact. These dynamic ribbons illustrate how social workers interlace diverse people, systems, and solutions—creating unity through movement and connection.

# Find Your Audience

**The National Association of Social Workers (NASW) Virginia and Metro DC Chapters will host our Annual Conference on March 26-28, 2026** in person at the Newport News Marriott at City Center, and again live-virtual from April 23-25, 2026. On-demand conference material will also be available for 60 days following the conference.

Over the course of the 2026 Conference, social workers and other mental health professionals will have the opportunity to hear a variety of speakers on topics related to, but certainly not limited to, race and cultural competency, ethics, social justice, trauma-informed care, clinical advancements, self-care, LGBTQ+ issues, public health priorities, aging, and leadership.

Attendees at our conference, your potential clients and employees, can browse the materials you have on display and interact with your organization directly. Attendees will have access to your virtual conference booth from the start of the in-person conference until the end of the on-demand conference. That's four months of attendee engagement when you combine the in-person, live-virtual, and on-demand conference opportunities, giving your organization maximum visibility with social workers from all walks of life.

By exhibiting at the NASW Virginia and DC Metro Chapters Conference in 2026, you have the chance to reach hundreds, if not thousands, of social work professionals from various backgrounds before, during, and after the conference.

Our social workers are accomplished practitioners, educators, researchers, and policymakers, who are employed in a wide range of settings in rural, suburban, and urban communities. All opportunities are on a first come first serve basis, so don't delay, last year we sold out of nearly every sponsorship level!

## Contact

**Email**      [marketing.naswva@socialworkers.org](mailto:marketing.naswva@socialworkers.org)

**Phone**      804-877-8550



# Event Highlights

The 2026 annual conference theme is “**Invisible Threads, Indelible Impact: The Quiet Power of Social Work,**” which honors the quiet force of social work—a profession rooted in empathy, resilience, and an unyielding commitment to human dignity.



## In-Person Event

In-person conference attendees will be provided with a dynamic and enriching experience, from hearing captivating insights from industry leaders and innovators, to engaging in meaningful networking interactions with like-minded professionals. Each attendee will visit the sponsor showcase offering cutting edge services that shape the future of social work. They will be left feeling inspired to push the boundaries and make further contributions to their field.



## Virtual Event

Our virtual events reimagine the traditional conference experience, seamlessly bringing attendees into an immersive platform where they are able to navigate the virtual event, including interactive digital booths. From engaging video to live chats, the virtual conference offers an unparalleled opportunity for attendees to connect with exhibitors, ask questions and gain valuable insights.

### Things to Know

All in-person exhibit booths include:

- Six foot exhibit table, skirted with two chairs and a waste basket.
- Discounted hotel stay when booking through [our room block](#)
  - All accommodations are on a first-come, first-served basis.
- Wired Internet and power at your booth are available (additional fee).
- Virtual booths are visible to all conference attendees: in-person, virtual, and on-demand.

**If you have questions please reach out to the marketing department at [marketing.naswva@socialworkers.org](mailto:marketing.naswva@socialworkers.org)**





# Exhibit Packages

## Premier Partner



**\$2,700**

- **(PREMIER EXCLUSIVE)** Logo on conference attendee bags
- **(PREMIER EXCLUSIVE)** Notification push during in-person conference.
- **(PREMIER EXCLUSIVE)** Dedicated Social Media Posts Highlighting Your Company
- **(PREMIER EXCLUSIVE)** Receive dedicated email attendee list prior to conference
- Two complimentary attendee registrations.
- One premium placement in-person exhibit booth.
- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth, with an in-person attendee badge scanning option.
- Company listing in the digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conferences (8,500+ recipients).
- Recognition during daily opening in-person remarks.
- Conference bag insert.
- Recognition as a workshop sponsor during the virtual conference.
- 30- or 60-day career center listing with a dedicated e-blast to members about your employment opportunity.
- Company logo included in virtual homepage welcome video.

**Ready to take your sponsorship to the next level? Learn more about year-round partnership opportunities.**



# Exhibit Packages

## Diamond

\$2,030

- Two complimentary attendee registrations.
- One premium placement in-person exhibit booth.
- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth, with an in-person attendee badge scanning option.
- Company listing in the digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening in-person remarks.
- Conference bag insert.
- 30- or 60-day career center listing with dedicated e-blast to members about your employment opportunity.
- Company logo included in virtual homepage welcome video.

## Platinum

\$1,685

- One complimentary attendee registration.
- One premium placement in-person exhibit booth.
- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth, with an in-person attendee badge scanning option.
- Company listing in digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening in-person remarks.
- Conference bag insert.
- Recognition as a workshop sponsor during virtual conference.
- 30- or 60-day career center listing with dedicated e-blast to members about your employment opportunity.

# Exhibit Packages

## Gold

\$1,300

- One complimentary attendee registration.
- One standard placement in-person exhibit booth.
- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth, with an in-person attendee badge scanning option.
- Company listing in digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening in-person remarks
- 30- or 60-day career center listing (no e-blast).

## Silver

\$995

### **In-Person Exhibit Booth Only, No Virtual Exhibit Booth**

- One complimentary attendee registration.
- One standard placement in-person exhibit booth.
- Company listing in digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening in-person remarks.
- 30-day career center listing (no e-blast).

## Bronze

\$650

### **Virtual Exhibit Booth Only, No In-Person Exhibit Booth**

- One virtual exhibit booth with your company information, a live chat feature, a meeting request feature, and the option to add team profiles, videos, documents, and social media links.
- Lead capture and retrieval through your virtual booth.
- Company listing in the digital conference program.
- Marketing in newsletter and conference e-blasts surrounding conference (8,500+ recipients).
- Recognition during daily opening virtual remarks.



# COMPARE PACKAGES

BENEFITS	PREMIER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
LOGO INCLUDED ON CONFERENCE ATTENDEE BAGS	✓					
DEDICATED SOCIAL MEDIA POSTS	✓					
PUSH NOTIFICATION DURING CONFERENCE	✓					
LOGO INCLUDED IN VIRTUAL HOMEPAGE WELCOME VIDEO	✓	✓				
VIRTUAL WORKSHOP SPONSOR	✓	✓	✓			
CONFERENCE BAG INSERT	✓	✓	✓			
NASW CAREER CENTER LISTING	✓	✓	✓	✓*	✓*	
3-DAY COMPLIMENTARY REGISTRATION	2	2	1	1	1	
IN-PERSON EXHIBIT BOOTH	✓	✓	✓	✓	✓	
VIRTUAL EXHIBIT BOOTH	✓	✓	✓	✓		✓
DIGITAL CONFERENCE PROGRAM LISTING	✓	✓	✓	✓	✓	✓
COMPLIMENTARY NEWSLETTER ADVERTISEMENT	✓	✓	✓	✓	✓	✓
RECOGNITION IN CONFERENCE DAILY WELCOMES	✓	✓	✓	✓	✓	✓

\*DOES NOT INCLUDE DEDICATED E-BLAST